

# Haiku Worksheet

The goal of this session, Storytelling and Grants, is to help you improve your ability to talk about the causes you care about and the organizations you work with. Why we'll focus on its role in grantwriting, it also applies to everyday interactions.

Say you're at a party, and as you're meeting people you get asked what you do—as a job or as a volunteer. How do you make the organization you care about sound interesting? There are three keys you can rely upon:

- Be concise
- Relate to something the other person might care about
- Be meaningful

Our first session activity will be introductions. We ask you to write a haiku that we'll ask you to repeat.

Here is the format we've used for the conference's Haiku competition.

Title of poem = The name of your organization (in CAPS).

**1st Line (5 syllables):** *What your organization does.*

**2nd Line (7 syllables):** *What need does your project address?*

**3rd Line (5 syllables):** *What do you propose to do about it?*

## Example:

NORTH COAST FRIENDS OF THE VETERANS

We serve homeless vets

No one can find our building

We need a new sign

(credit for the example goes to the Oregon Community Foundation as we could not write a better example)

Work quickly, and since this is practice, don't agonize over syllable count. 5/7/5 is a guideline. 10/25/15 is a no-no. Somewhere in between is fine.

Title:

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What your organization does:

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What is a key need currently:

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What is a tool that would address that need:

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## Origin Stories—the root of all your storytelling

- Origin story
  - Who, when, and why did your organization begin
  - Relates to mission
    - If mission has departed from the original idea, why?
  - Relates to current work
    - Core program
    - Rational for ancillary programs

Example:

The March of Dimes began as the National Foundation for Infantile Paralysis (polio) in 1938. It was founded by President Roosevelt who was personally affected by the disease. His goal was for the organization to fight polio. Initially it built an organization that could respond to polio outbreaks anywhere in the world. In the war years, work that began with the Army to find a cure for polio. Thanks in part to that work a polio vaccine was invented, and polio was eradicated in the United States and most of the world. In the late '50s the organization announced a new mission: prevention of birth defects and infant mortality.

Early on we learned that premature births are a main contributor to birth defects and infant mortality. We approach our work on prematurity through five efforts: research, care innovation and community engagement, advocacy, education, and family-centered NICUs (newborn intensive care units)

(Wikipedia and March of Dimes website/history).

(Approximately 150 words—about a 1-minute elevator speech)

## Origin Stories—the root of all your storytelling

You've certainly heard of "word-of-mouth advertising." What does it mean? Word-of-mouth advertising results when you can tell couple people about something and they can turn around and tell a couple more people each who then tell a couple people something important about your organization. That can only happen though if what you say is concise and memorable

Who, when, and why did it begin:

*The March of Dimes began as the National Foundation for Infantile Paralysis (polio) in 1938. It was founded by President Roosevelt who was personally affected by the disease. His goal was for the organization to fight polio.*

Relation to mission:

- Initially it built an organization that could respond to polio outbreaks anywhere in the world.
- In the war years, work that began with the Army moved the focus to finding a cure for polio.
- Thanks in part to its work a polio vaccine was invented and in the late '50s the organization announced a new mission: prevention of birth defects and infant mortality.

Current Activities:

- We know that premature births a main contributor to birth defects and infant mortality. We approach our work on prematurity through five efforts:
  - Research
  - Care innovation and community engagement
  - Advocacy
  - Education
  - Family-centered NICUs (newborn intensive care units)

## **Story Telling and Grant Writing**

Stories bring the funder into the heart of the client. You are sharing the core purpose of the funding. It is not about a piece of equipment, it is about how the piece of equipment will change lives. Stories give passion and power to our theories and concepts.

Examples:

### **Window blinds for our domestic violence shelter.**

It actually is not about the window blinds, it is what they will help the client achieve, which is safety and security. Without window blinds, abusers and their family members can find a client. The client needs window blinds to feel safe so they can heal.

### **Dining room tables.**

What is the meaning of a dining room table to a domestic violence victim? It is not about the table, it is about family bonding time and restoring normalcy for the victim and her children. In violent homes, meal time is often chaotic and dreaded because it is when the abuser can fly off the handle..."Why did you cook this? You know I hate this meal." Or "My meal is cold. What is wrong with you?" Both statements could come with dishes being thrown or other violent outbursts. This is a dynamic of domestic violence funders might not have thought about. A dining room table is a tool to heal.

### **A new refrigerator, hot water tank and dishwasher for the Children's Program.**

Language used was about properly storing and preparing healthy food for our children. Most of our families come from extremely low-income and have not had access to healthy food that is perishable like fruit and vegetables. Kids help plan menus which are used to explore other nationalities as they focus on foods from around the world. The dishwasher is about sanitation but it is also about efficiency, allowing more time for therapeutic art and play and less time doing dishes.

You can also use story in your report to funders. This reinforces the power of their investment in your program. (see sample attached.)

## **Grantee Report for YWCA Pierce County**

**Amount of Grant:** \$25,000

**Purpose of Grant:** to support access to permanent housing needs and support programs for large families facing homelessness due to domestic violence.

**Funds expended to date:** \$15,868.55

**Average Expenditure per Family:** \$991.78

**Grant Balance:** \$9,131.45

**Number of adult survivors of domestic violence served to-date:** 16 (64% of projected goal)

**Number of children served to-date:** 61

**Average Household Size:** 4.8 individuals

**Activities Funded:** utility debt, security deposits, move-in costs, first & last month's rent, pro-rated rent.

**Total Service Hours to-date:** 156.25

### **Impact to Families:**

- With these funds, this client is able to move in to a safe location. She is signing up for the address confidentiality program. She will now be able to continue her education in nursing; these funds helped this family avoid homelessness.
- These funds are providing a safe environment for this client and her 6 children. Having this assistance to stay stably housed is keeping this mother from having to drop out of school.
- "Receiving these funds will help me establish an apartment. This means a lot to me and would really be a blessing. I'm currently unable to pay for moving expenses and having your help would start the process to new beginnings of balance and stability for my family." Mother of 3 children.
- This mother of 6 children fled DV at her previous location and was living in a hotel temporarily. She has enough income to maintain the rent, but due to paying hotel costs she has not been able to save up enough for the moving costs. "I have called all the shelters in the immediate area and there is no room. However, the only barrier to renting is the first/last deposit. With these funds I can literally avoid being homeless with my 6 kids. We were hours from being on the streets for Christmas. Thank you so very much!"
- "It means a lot to have safe and affordable housing for my children and myself. They will have a stable lifestyle to go to school and live a normal childhood, DV free." Mother of 5 children.

- “It means the world to my children and me to receive these funds because to us, it’s not just a place to sleep at night, but the beginning of a new life! This is the end of a decade-long era [of domestic violence].” Mother of 2 children.
- “Receiving these funds has relieved the biggest stress of my life.” Mother of 3 children.
- “This help means that my family will have the funds needed to sign the lease and move into a place of our own, to start to become stable and self-sufficient.” Mother of 4 children.
- “Pues yo les doy las gracias por ayudarme a conseguir un lugar donde vivir y por ayudarme a pagar el lugar donde me voy a mover y la verdad estoy muy agradecida por toda la ayuda que me han dado y muchísimas gracias por todo que sin su ayuda yo no sabía qué hacer se los agradezco.” *Translation: Well, I thank them for helping me get a place to live and help pay where I'm moving and I'm really grateful for all the help you have given me and many thanks for all that without your help I would not know what to do. I thank you.*
- “This helps get me and my children out of shelter and into a safe home. I cannot afford the total move-in costs and my family is so very grateful!” Mother of 2 children.
- This means I can have a roof, electricity and stability for myself and my son. I am so thankful and appreciative for this opportunity. I tried to make payments on a past housing debt but they said no, it has to be paid in full. Without this I would not be able to have housing. My son is so happy and I will be able to move forward with my goals for school and work.
- This mother of 4 has recently gotten a job and is working to get off TANF. She was accepted into a housing program, but only had the money for the rent but not the deposit. “This means a lot. We are very happy to start a new life. If I wouldn’t have gotten these funds, I wouldn’t have the chance to move.”

#### **Additional Information:**

In our grant application we estimated that it would take about \$1000 to help a family access or maintain permanent housing. So far, we are right on target with this projection. The reason we have not yet fully expended the funds is that we use them as needed and requested by clients, and as the requesting client is eligible for the parameters of the program. We also projected we would serve at least 25 households; if the average expenditure continues to be at this amount, then we will be right on target to reach that goal once the funds are fully expended.

## **Painting the Picture: Raising Awareness and Funds for Legal Services for Domestic Violence Victims and their Families**

**Did you know.....** If a man severely beats his partner and the victim reports it to police, the abuser gets a free public defender. What does the victim get.....NOTHING. At her greatest hour of need, the system fails her (just like her relationship has.)

**The Need.....**In a recent gaps analysis of domestic violence services commissioned by the City of Tacoma, it was determined that “there is currently insufficient legal representation for clients in addressing civil matters resulting from a domestic violence situation.”

**The Problem .....**Domestic violence centers on issues of power and control. What does this mean? The abuser will do everything in their power to get custody of the children, the house and the bank account. According to a report by the American Psychological Association, an abusive man is more likely than a nonviolent man to seek sole physical custody of his children and make be just as likely, if not more so, to be awarded custody as the mother. In addition, children who are raised in violent homes are 50-60% more likely to become victims or abusers as adults. Children need to be raised in loving homes free from violence.

**The Maze.....**The legal system is confusing even if you speak English. Imagine if you do not. Abusers who control the money in the family are able to hire attorneys to represent them in court while victims are often left to face this process on their own. Navigating the legal system can be extremely intimidating. Victims are faced with pages upon pages of legal documents. Without guidance, they can become disheartened and give up, going back to the abuser because the alternative is just too overwhelming. The process and system work against the victim, unless she/he can seek professional, free legal help.

**Why now?.....** The need has never been greater. With more soldiers returning from war and the economy still suffering, the rate of domestic violence in Pierce County is 9.31 per 1,000 residents. In Tacoma it is 15.21. Contrast this with the State of WA at 5.86 and the need is clear. In addition, our clients are seeing their safety net erode as state benefits are cut and the help they depend on disappears. This makes it imperative that we do not cut the services we provide but instead do everything we can to seek new funding to replace dwindling government support.

### **In their own voice.....**

“The fear when your husband has a lawyer and you can’t afford one is overwhelming. To know there is a place to find help so that after 7 years of suffering violence, mistreatment, and abuse of everything, I can now finish my divorce. Thank you. This program is wonderful.” YWCA client

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